



Metropolitan Offices
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Young Men's Christian Association of Montreal

For release at will.

DECEMBER 10--Three of Canada's leading retailing chains are relinquishing prime floor space during their busiest season to help the YMCA finance on-the-street work with young people and programs which help prepare families for modern day living.

Starting Friday, December 13, when the tempo of Christmas shopping generally starts to become feverish, volunteers from the Montreal YMCA's Northmount Branch will man special booths at five different locations in the city.

These will be located in Henry Morgan stores in Rockland and Dorval Shopping Centres, Simpson's Downtown and Pointe Claire, Steinberg's in Rockland. Only one item will be sold--holly, specially brought in from Victoria, B.C., for the holiday season.

The sale was inspired by a report that British Columbia's holly crop is expected to reach bumper proportions this year.

Bruce B. Tingley, the Montreal-based Insurance and Investment Counsellor who conceived and is co-ordinating the project, is a long-time supporter of the YMCA.

"Y programs provide young people with a wide range of opportunities to develop physically, mentally, culturally and morally. They encourage self-expression, self-development and the exercise of

initiative. They help youth find outlets for their energies. They benefit the entire community," says Mr. Tingley.

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